

18TH ANNUAL COLLEGE CONFERENCE • OCTOBER 24-25, 2003
CHESAPEAKE CONFERENCE CENTER • CHESAPEAKE, VIRGINIA



THE REALITY OF CHANGE: FINDING COMMON GROUND

**PRESENTED BY THE VIRGINIA DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL
IN CONJUNCTION WITH THE VIRGINIA COLLEGE ALCOHOL LEADERSHIP COUNCIL.**

Funded through a grant from the Virginia Department of Motor Vehicles

THE REALITY OF CHANGE: FINDING COMMON GROUND

**“I HAD NO IDEA
A COMMUNITY
ORGANIZATION
COULD GET SO
MUCH OUT OF
COLLEGE
CONFERENCE,
THANK YOU!”**

**“THIS COLLEGE
CONFERENCE
IS BENEFICIAL
IN EVERY
WAY—EACH
SESSION
I ATTENDED
WAS HELPFUL.”**

The Virginia Department of Alcoholic Beverage Control's 18th Annual College Conference, *The Reality of Change: Finding Common Ground* is expected to be one of Virginia's most rewarding conferences of 2003.

College Conference seeks to provide a common ground for students, campus staff and faculty, community leaders, coalition members, community prevention professionals, campus and local law enforcement, counselors, and campus alcohol and other drug coordinators by focusing on a topic that is a common concern, **alcohol abuse prevention**. The dynamic workshops and speakers will motivate you to seek research-based strategies as a foundation in your pursuit to implement environmental prevention strategies.

The Virginia Department of Alcoholic Beverage Control with special assistance from the Virginia College Alcohol Leadership Council brings the 18th Annual College Conference, *The Reality of Change: Finding Common Ground* to colleges and communities in Virginia. College Conference will provide knowledge and skills needed to direct change in individuals, peers, institutions, communities and society as a whole. As conference participants, we have many similarities of values, prevention strategies and target audiences. It is the likeness of goals that binds us.

Prevention driven individuals can avoid change by embracing it, directing it and becoming an agent of change. We acknowledge the old adage “the only thing constant is change,” which illustrates the importance of learning to manage it.

Another adage, “the more things change the more they remain the same,” conveys that old issues are never really old; in time they become new issues again. Just when it looked like drinking and driving rates were beginning to decline, they started to creep up again. The reality of change is a domino effect of events and influences we can manage. If we change a policy that affects the environment where underage persons are drinking, and we modify individual decisions to drink, we direct change.

Mark your calendars now for ABC's 18th Annual College Conference, October 24-25, 2003, in Chesapeake, Virginia! *The 18th College Conference is funded by a grant from the Virginia Department of Motor Vehicles.*



SHARE YOUR IDEAS AND MATERIALS AT THE RESOURCE FAIR

The Resource Fair has been one of the most exciting aspects of College Conference. It is a time to share materials, programming ideas, successes and roadblocks so your colleagues do not have to reinvent the wheel. Don't miss this excellent opportunity to display and share materials from your alcohol abuse prevention program(s).

Each participating college or community organization will receive a skirted table to share their alcohol abuse prevention activities. Past displays have included information boards, promotional items, educational pamphlets, flyers and posters, training and other educational materials. Tables vary from just a single item or idea to multiple ideas and materials.

This year we would like to have a resource table from **all** participating colleges and community organizations. Don't be shy. Please share information about your program, small or large. The goal is to gather the entire breadth of alcohol abuse prevention activities in the Commonwealth in one location.

If you have any questions about designing your resource table please feel free to give us a call at (804) 213-4688 or e-mail us at education@abc.state.va.us.

Due to limited resources, tables for the Resource Fair are not available upon demand the day of the conference.

* All tables must be set up by Friday, October 24, 2003 at 6:30 p.m.; the Resource Fair is scheduled for 7:30-8:30 p.m.

* All tables must be broken down (materials removed) by Saturday, October 25, 2003 by 2:00 p.m.

**THE RESOURCE FAIR HAS BEEN
ONE OF THE MOST EXCITING ASPECTS
OF COLLEGE CONFERENCE!**

SCHEDULE AT A GLANCE

FRIDAY, OCTOBER 24, 2003

9-10:15 a.m. Registration
10:30 a.m.-12:30 p.m. Opening Session

12:30-1:30 p.m. Lunch

** Poster sessions must be set up at this time*

1:45-2:45 p.m. Breakout Session #1
3-3:45 p.m. Breakout Session #2:
[Poster Session]

** Dessert from lunch will be served at this time.*

4-5 p.m. Breakout Session #3
5-10 p.m. Check-in at the
Hampton Inn

5:30-7:30 p.m. Dinner

7:30-8:30 p.m. Resource Fair

** Featuring the Dave Moore Trio Band*

8:45-11 p.m. Evening Activity
New Horizons

SATURDAY, OCTOBER 25, 2003

6-8:15 a.m. Breakfast at the
Hotel & Hotel
Check-Out

6:30-7:30 a.m. Fitness Walk/Run

8:30-9:30 a.m. Morning General
Session

9:45-10:45 a.m. Breakout Session #4

11 a.m.-12 p.m. Breakout Session #5

12:15-1:30 p.m. Closing Session

**Box lunches will be served at this time.*

**Grant Announcements will be made at this time.*



SPECIAL EVENTS

Friday, October 24, 2003

Resource Fair

7:30-8:30 p.m.

⇒ International Promenade B

This is an excellent opportunity to display and share materials from your alcohol abuse prevention program. It's a great time to network and borrow prevention ideas from other campuses and community organizations. We encourage every college to participate by including examples of promotional items, educational pamphlets, flyers and poster, training and other educational materials, and resources. Please share information about your program, small or large.



The Dave Moore Trio Band

For your listening pleasure: The Dave Moore Trio Band, featuring Dave Moore on guitar, Vernon Snipes on Drums, and Bob Franklin on Bass. Do you play a little jazz yourself? Bring your own instrument to join the band.

New Horizons

8:45-11 p.m.

⇒ Jefferson Room

The New Horizons program exists to develop leadership skills and support community and personal growth through experiential learning. Development is achieved through the utilization of ropes courses, indoor/outdoor workshops and adventure programming. Plato said that you learn more from an hour of play than from a whole day of conversation, so come join us for an evening of fun, games and new tools to bring back home with you.

Hutch Hutchinson, Coordinator of Outdoor Adventure and Leadership Development Programs, has been working in the field of adventure based education since 1996. Hutch holds a BA in History and an MS in Experiential Education from Minnesota State University-Mankato. He's also an alumnus of the Gettysburg Recreational Adventure Board (GRAB) of Gettysburg College where he learned the fine art of playing games for a living. Hutch is the Lead Trainer for the New Horizons Staff and also instructs philosophy, leadership and field based courses for Lynchburg College's minor in Outdoor Recreation.



Saturday, October 25, 2003

Fitness Walk/Run!

6:30-7:30 a.m.

Join in for a walk or run to start your morning on the right foot! All interested individuals should meet in the lobby of the Hampton Inn at 6:15 a.m. Walk & Run guides will leave promptly at 6:30 a.m., providing the weather cooperates.

**“GREAT CONFERENCE,
I AM LOOKING
FORWARD TO
MAKING CHANGES
ON MY CAMPUS!”**

**“THE ENHANCEMENT
OF RELATIONSHIPS
IS WORTH IT ALONE
AS A REASON TO
ATTEND!”**

FEATURED SPEAKERS

**Friday, October 24, 2003 &
Saturday, October 25, 2003**



David Hellstrom

**Director of Education and Training
Bacchus and Gamma Peer Education Network**

** Mr. Hellstrom will be speaking both
Friday & Saturday of the conference.*

David Hellstrom is currently the Director of Education and Training for the BACCHUS and GAMMA Peer Education Network. With a graduate degree in Human Development, Alcohol Education and Counseling, Mr. Hellstrom has been working in higher education for nearly two decades. His experience with health and leadership issues has resulted in creating more than 100 videotapes, pamphlets and posters as education resources. In 1998, Mr. Hellstrom appeared on the TODAY show with Katie Couric to discuss binge drinking and college students. He feels honored to have the opportunity to have conducted training at more than 300 campuses since 1990.

THE REALITY OF
CHANGE:

Saturday, October 25, 2003



Ward L. Armstrong

Member, Virginia House of Delegates

Delegate Ward L. Armstrong has been a member of the Virginia House of Delegates since 1992. He serves on the Courts of Justice, General Laws and Counties, Cities and Towns committees.

Delegate Armstrong is a 1980 graduate of the T.C. Williams School of Law, University of Richmond, and a 1977 Graduate of Duke University, where he earned a degree in business. Delegate Armstrong is a recipient of the A.L. Philpott Award for Leadership. He is the past president of the Martinsville-Henry County Bar Association; a member of the Virginia Museum of Transportation Board of Directors; and a member of the Norfolk and Western Historical Society. Delegate Armstrong and his wife, Pam, live with their two daughters, Courtney and Whitney, in Collinsville. A model and toy train collector since his childhood, Delegate Armstrong enjoys working with trains in his free time.

FINDING
COMMON GROUND

CONFERENCE SCHEDULE

Friday, October 24, 2003

REGISTRATION

9 a.m.-5 p.m.

Registration will be open from 9 a.m. to 5 p.m. All participants are encouraged to allow time to check-in at ABC's registration table prior to the start of Opening Session (10:30 a.m.).

OPENING SESSION:

Expect Change!

10:30 a.m.-12:30 p.m.

*David Hellstrom, Director of Education and Training
Bacchus and Gamma Peer Education Network*

⇒ **Washington Room**

As health educators, peer educators, law enforcement and counselors, we work hard to try to create change on our campuses and in our communities. Is it working? What are the strategies that give us the best chance to create change? Given all the different things we are doing, how do we find common ground to work as partners in prevention? Let us begin our conference by reminding ourselves that WE can make our campuses and communities safer, while encouraging the health of our students.

LUNCH

12:30-1:30 p.m.

⇒ **Jefferson Room**

ALL presenters coordinating a poster session must set up their table at this time in the Washington Room.

BREAKOUT SESSION 1

1:45-2:45 p.m.

Collaboration & Consistency At Its Best!

*Carol Johnson, Director of Wellness
Adrienne Meador, Police Sergeant,
Investigations Section
University of Richmond*

⇒ **Harrison Room**

Attend this session and learn ways to increase the success of campus alcohol education and prevention programs through consistency and collaborative efforts. These two concepts and their application are critical for positive outcomes in the area of alcohol education. Literature cites many examples of the negative consequences to good programs because of mixed messages (PRIME, 2003). The task of getting different campus departments to collaborate and remain consistent in its program goals is often difficult, yet the need for this to happen is essential!

Reality Check: Maximize the Benefits of Your Peers

*Aimee Johnson, Peer Program Coordinator
Tim Howley, R.E.A.C.H. Student Coordinator
James Madison University*

⇒ **Wilson Room**

Influence your campus through the majority of students who are making healthy choices. In this session, gain the knowledge of how to maximize the potential benefits of peer educators and student leaders, discover evaluated, award-winning methods of preventing alcohol abuse, and explore ways to collaborate with other groups in your community. Come prepared to get energized and share your successes!

Finding & Getting Data For the Community and Campus

*Jeanne Martino-McAllister, Director
Office of Substance Abuse Research
James Madison University*

⇒ **Taylor Room**

This session is excerpted from the Governor's Office for Substance Abuse Prevention's (GOSAP) Prevention Basics—Level II, "Skills for Assessing Needs & Evaluating for Results". The session will assist those involved in campus and community prevention coordination by directing participants to appropriate data sources. In this session, participants will identify campus and community data sources for program planning and evaluation and network with campus and community professionals.

Making Your Case for Policy Change

*Laura Yager, Director, Prevention Services
Lisa Potter, Prevention Specialist
Fairfax-Falls Church Community Services Board*

⇒ **Tyler Room**

National, state, and local policies play an important role in preventing substance abuse problems and also drive funding priorities at all levels. Advocating for policy change is often overlooked by community and campus coalitions striving to make a difference. This breakout session will focus on reviewing current policy issues, developing strategies to mobilize around policy, and forming simple strategies to influence policy in your campus and community efforts. Discover current key policy areas in the field and policy organizations (and their views), learn the difference between lobbying, advocacy and education, develop approaches to mobilize coalitions and other groups around policy areas, and discuss the methods to take the mystery out of policy to make it real for you!



Logic Models In Prevention: Useful Road Maps for Guiding Change & Development

*George Banks, President
Positive Outcomes*

⇒ **Madison Room**

A logic model is a very useful planning tool for program development, implementation and evaluation. Logic modeling helps to format program goals and objectives into a practical framework and can serve as a helpful road map toward positive outcomes. This workshop will be an introduction to developing a logic model by walking participants through the process step by step. However, this workshop is recommended for beginners and veterans alike, as it will be covering various aspects of logic modeling and challenging participants at their own level of knowledge and understanding.

Comprehensive Community- Wide Efforts to Reduce Underage and High-Risk Alcohol Consumption

*Deborah Morgan, Lieutenant
Steven Clarke, Director, College Alcohol
Abuse Prevention Center
Virginia Tech*

*Steve Baffuto, Special Agent
Virginia Department of Alcoholic
Beverage Control*

⇒ **Monroe Room**

This presentation will highlight efforts by the Blacksburg community and Virginia Tech to reduce high-risk and underage drinking. In this session, effective environmental prevention strategies that encourage low-risk drinking, reduce underage access to alcohol, and maximize opportunities for effective enforcement will be discussed. The Blacksburg Coalition has placed a major emphasis on enforcement, community education, and outreach through coordinated efforts.

Participants will increase awareness of networking and collaboration strategies to enhance enforcement of underage drinking laws and explore the successes and challenges of implementing partnerships between campus and community enforcement and prevention.

BREAKOUT SESSION 2: POSTER SESSIONS

3:00-3:45

⇒ **Washington Room**

Dessert from lunch will be served at this time.

The Poster Session will consist of informal visual/graphic presentations on display boards. Presenters will be available during this time to interact one-on-one with conference attendees who have questions. A handout illustrating who is presenting during this time will be provided during registration.

This is not the Resource Fair. The Resource Fair is from 7:30 – 8:30 p.m. this evening!

BREAKOUT SESSION 3

4:00-5:00 p.m.

District of Columbia Campus Alcohol Reduction Effort (CARE)—Another Coalition's Approach

*Ellen Breipohl Thorp, Assistant
Dean of Students*

*Catholic University of America
Brian Hamluk, Director, Center for
Alcohol and Other Drug Education
George Washington University*

⇒ **Harrison Room**

This session will provide an overview of the District of Columbia Campus Alcohol Reduction Effort (CARE) Initiative by examining organization/membership, objectives, community involvement, projects and challenges. CARE is an organization that combines efforts of seven residential universities in the District of Columbia, local law enforcement, alcohol

regulatory commission and community/nonprofit organizations to combat underage and excessive alcohol consumption.

Hazing Happens

*Caitlin Hagan, Student
Washington & Lee University
Kimberly Shaffer, Graduate Assistant
Melissa Rowley, Graduate Assistant
Lynchburg College*

⇒ **Wilson Room**

Greek student leaders are in the position of trying to prevent and respond to alcohol incidents associated with new member recruitment and initiation. A case study from Washington & Lee University will be presented. This question is raised at colleges and universities across the nation: Is it the lack of self-esteem or our nature to just “want to belong?” Hazing is a problem not only with our fraternities and sororities but also our intercollegiate athletic teams. This session will define hazing, what to notice when suspecting hazing and what to do if it happens. Alcohol is a big weapon used in many hazing instances. We will examine students whose lives were affected by hazing.

Bringing Life to Data: Current Trends in a Campus Friendly Format

*David Anderson, Associate Professor
George Mason University*

⇒ **Taylor Room**

It is helpful for campus and community prevention efforts to stay current with strategies, policies, philosophies, perspectives and student use patterns. Also essential is a long-term historical view to see trends and patterns. This session reviews the 2003 results from the College Alcohol Survey (1979-2003) and highlights patterns and trends. Also emphasized are long and short-term results gathered using the CORE Survey. Data collection results from other sources will also be highlighted.

Environmental Prevention Strategies: Micro & Macro Efforts

Mary Crozier, Coordinator for Substance Abuse Services

*College of William and Mary
Laurie Rokutani, Training Coordinator
Mid-Atlantic Addiction Technology
Transfer Center/VCU*

⇒ **Tyler Room**

This workshop will provide an overview of a new, effective and research-based universal prevention approach. Environmental prevention includes policy, enforcement, social norms marketing and systems change. Environmental management will be defined, compared to individual strategies, and exemplified via approaches for institutions, communities, and states. Practical examples of environmental management programs will be provided.

A Judicial Process: Motivating Students to Change

Olivia Acosta, Assistant Director of Fraternity & Sorority Life

Wayne O'Brien, Director for the Counseling Center

*Jason Robertson, Wellness Coordinator
Sarah Schoper, Director of Leadership & New Student Programs
Longwood University*

⇒ **Madison Room**

This session will share two courses that were created and implemented as part of an ABC funded initiative through the Operation Undergrad grant. Students who violate Longwood's alcohol/drug policies are sanctioned to take these courses. Participants will learn why and how the courses were created, the ideas and models that shaped it, content and process of the course, development of an action plan, evaluation and revision of the course since inception, financial self-withstanding of the course, and how the course motivates students to make changes.

How to Do More with Less

*Jeffrey Brown, Chief of Police
Christopher Newport University*

⇒ **Monroe Room**

As the economy continues to be stressed, particularly in Virginia, many law enforcement administrators are challenged with continuing to provide effective law enforcement services without budget increases. Christopher Newport University is experiencing unprecedented growth and expansion, and the demands for safety and security have increased significantly. The university police have become more proactive in developing innovative techniques to enhance the safety and security of the university community. In this session, participants will identify innovative ways to provide efficient and effective safety and security measures as well as learn about community resources that often support safety and security measures.

DINNER

5:30-7:30 p.m.

⇒ **Jefferson Room**

Please join us for a buffet-style dinner. Turn your dinner into a networking event! Annual feedback always reflects the desire for additional networking time, so this is your chance! We encourage you to sit with new friends and peers.

RESOURCE FAIR

7:30-8:30 p.m.

⇒ **International Promenade B**

Review your current initiatives using ideas and programs from Virginia's colleges, universities and community organizations. The networking time during the Resource Fair will provide opportunities to spark new interaction with those in your field and re-kindle old contacts and resources you may have filed away from previous years and events. We promise you'll take away new strategies and resources to use

when you return to campus. You don't want to miss this event!

* *For your listening pleasure: The Dave Moore Trio Band, featuring Dave Moore on guitar, Vernon Snipes on Drums, and Bob Franklin on Bass.*

* *Dessert and coffee will be served at this time*

AN ADVENTURE TRAINER'S TOOLBOX: WARM-UPS, GAMES AND INITIATIVES FOR ALCOHOL EDUCATION PROGRAMS

8:45-11:00 p.m.

⇒ **Jefferson Room**

Do you ever struggle with creating exciting **and** educational programs for your students? Are you bored of the traditional lecture approach of teaching students about risk and responsibility? The Adventure Trainers of Lynchburg College's New Horizons program are bringing along their bag of tricks, games and toys to share with anyone who wants to play with them! All of the games and initiatives use few or no props, and they do not require a huge budget to get results. After each activity, groups will discuss the activity and its possible applications within your organization. Plato said that you learn more from an hour of play than from a whole day of conversation, so come join us for an evening of fun, games and new tools to bring home with you.

Refreshments will be served.

**DEADLINE TO
REGISTER FOR
COLLEGE
CONFERENCE:**

**THURSDAY,
OCTOBER 9, 2003**



Saturday, October 25, 2003

FITNESS WALK/RUN

6:30 – 7:30 a.m.

Join in for a walk or run to start your morning on the right foot! All interested individuals should meet in the lobby of the Hampton Inn at 6:15 a.m. Walk & Run guides will leave promptly at 6:30 a.m., providing the weather cooperates.

BREAKFAST & HOTEL CHECKOUT

6:00-8:15 a.m.

Breakfast will be served at the Hampton Inn.

Please try to check out of the hotel prior to arriving for the morning session, which will begin promptly at 8:30 a.m.

FINDING COMMON GROUND IN THE COMMONWEALTH

8:30-9:30 a.m.

Ward L. Armstrong, Member Virginia House of Delegates

⇒ Washington Room

The Commonwealth of Virginia faces great challenges. With recent reductions in the state budget, competition between various regions of the state and localities continues to intensify. As a result, the Commonwealth must find ways to bind regions and localities together in an effort to address our reality of change and to find common ground.

BREAKOUT SESSION 4

9:45-10:45 a.m.

CORE Competencies in Prevention

Mary Crozier, Coordinator for Substance Abuse Services

College of William & Mary

⇒ Harrison Room

This session will provide an overview of

recommendations for standards of practice for prevention practitioners. Participants will be introduced to best practices, recommended skills and content areas. (These standards have been gleaned from national organizations (ACHA, ACPA), certifying bodies (ICRC, SACAVA, CHES), and the research behind them.)

The Number One Party School? Changing Perceptions Through the Power of Partnerships

Joe Berney, Crime Prevention Specialist-Police Department

Patience Bartunek, Judicial Affairs Coordinator

Radford University

⇒ Wilson Room

This session will strive to share the process of bringing together the campus students, faculty and staff with the city officials, community leaders and property owners for the common goal to improve the quality of life on and around the college campus through discussion of the campus and community's perception of accepted behaviors. Forming these partnerships, this group is working to change the perception of all parties concerned and come together towards a cohesive existence. Participants will learn new forms of enforcement and sanctioning which have led to a better quality of life on Radford's campus.

Can You Hold My Cup?

Jenn Snider, O.P.E.N. Peer Educator

Meghan Prescott, O.P.E.N. Peer Educator

Lynchburg College

⇒ Taylor Room

Using role play activities, games and discussions, "Can You Hold My Cup?" participants will learn about date-rape drugs, realize the importance of the buddy system and having a designated driver, discuss knowing your limit and emotions before the party starts, and much more. Participants will walk away with the knowledge to help themselves and others and maybe win a few prizes along the way.

Attend our session and make sure you don't become the unsuspecting victim of a party crime.

Population-Level Prevention: Targeting High-Risk Drinking at a Cultural Level

Brandon Busteed, Founder and CEO Outside the Classroom

⇒ Tyler Room

Alcohol prevention is a standard on college campuses, but research shows that without the right approach, prevention efforts can fall far short of expectations. Leveraging data on the drinking behaviors and attitudes of nearly 50,000 college students nationwide, this session will engage participants in a discussion of what DOES work, focusing on one of the latest trends in prevention: Population-Level Prevention. The session will illustrate how and why Population-Level Prevention – prevention that addresses an entire population on an individual and community level to change the culture of drinking – works, using real-life case studies from campuses around the country to demonstrate its effectiveness.

B.E.W.A.R.E. –

(Basic Enforcement, Warning And Risk Education) – Joint Patrol Task Force: Cooperation Builds Better Communities

C. Scott Coverstone, Lieutenant

James Madison University Police Department

⇒ Madison Room

A brief overview of how the James Madison University Police Department and the Harrisonburg Police Department have joined forces in cooperation with several other agencies, community leaders, businesses and student groups involved in the local community coalition to reduce high-risk alcohol behavior in their community. The Joint Patrol Task Force utilizes saturation patrols to make positive personal contacts before problems arise,



to promote other sponsored low-risk alternative activities, to act as a deterrent to illegal activity, and finally to strictly enforce zero tolerance laws and ordinances when violations occur. Discussion will focus on what it takes to form a productive, cooperative patrol task force, what other activities need to be done before the actual saturation patrols begin and what the rewards are beyond just quantitative arrest stats. Participant involvement will be encouraged to help identify potential hurdles law enforcement may face and to offer shared suggestions on how to overcome them.

Role Modeling

*David Hellstrom, Director of Education and Training
Bacchus and Gamma Peer Education Network*

⇒ **Monroe Room**

We hear so much about being a role model—but do we know what it means? Is there a difference between role modeling and showing no flaws? How can we show people that we can walk the fine line between “knowing what they are going through” and “having some answers that they can use?” Can we adopt a “code of ethics” for our own personal behavior? This program empowers us to be the best role model possible: ourselves.

QUESTIONS?

Call VA ABC Education
at (804) 213-4688
or e-mail us at:
education@abc.state.va.us

BREAKOUT SESSION 5

11:00 a.m.- 12:00 p.m.

Implementing the Virginia College Alcohol Abuse Prevention Standards: One University's Experience

*Jason Robertson, Wellness Coordinator
Olivia Acosta, Assistant Director for Fraternity & Sorority Life
Wayne O'Brien, Director of the Counseling Center
Charles Lowe, Chief of Police-Director of Public Safety
Beth Poore-Bowman, Nurse Practitioner
Longwood University*

⇒ **Harrison Room**

Members of the Longwood University Alcohol Advisory Committee will share their experiences prior to the Virginia College Alcohol Abuse Prevention Standards and what they have done since receiving the draft document at the 2002 17th Annual College Conference. The members will address assessment of the university community, collaboration and current efforts to address alcohol prevention.

Fear This! Risk, Responsibility, and the Self Destructive “No-Fear” Attitude

*Hutch Hutchinson, Coordinator of Outdoor Adventure and Leadership Development Programs
Lynchburg College*

⇒ **Wilson Room**

Taking risks is part of effective leadership, but unless you understand the consequences of your actions, they can lead to disastrous results. In order to ethically lead an organization, the leader must know, understand and assume the risks in order to achieve the organization's goals. This session will

look at how risk has value, the difference between Actual Risk and Perceived Risk/Preventable Accident vs. Acts of God, Risk Analysis Quadrant, accident potential, Graham's Decision Making Strategy, Judgment and Risk Homeostasis.

Media Messaging

*Karelle Samuda, Student
Washington & Lee University
Jennifer Potson, Instructor/Graduate Student
James Madison University
Mary Crozier, Coordinator for Substance Abuse Services
Nai Tran, Student
College of William and Mary*
⇒ **Taylor Room**

College campuses use many outlets and campaigns to reach students. This session will examine the specific efforts of Washington and Lee University, James Madison University and the College of William and Mary. “Potty Mouth”, a campus phenomenon, is a newsletter written by James Madison University students that is distributed to restroom stalls every other week with the goal of providing JMU students with accurate information to enable them to live healthier lifestyles. The College of William and Mary's student newspaper, the Flat Hat, prints a series entitled “FISHing for Answers.” The “FISHing for Answers” series is in a question and answer format and has been provided free of charge by the newspaper. Washington and Lee University developed, implemented and assessed a series of table tents with educational messages regarding alcohol. Lessons learned through development, implementation and assessment will be discussed.

Secret Shoppers: A College Community Partnership

Phoebe Butler, Health Education Coordinator

*Old Dominion University
Clyde Santana, Special Agent
Virginia Department of Alcoholic Beverage Control*

⇒ **Tyler Room**

Old Dominion University partnered with local law enforcement, taverns and the Virginia Department of Alcoholic Beverage Control to promote proper identification for alcohol purchase. This session will examine the two important reasons for collaborating with community agencies. In addition, it will identify three steps for successful implementation of the Secret Shoppers Program so participants feel comfortable taking the information to their college-campus community to implement.

Only for Those Who Are Stressed

*Tony Williams, Consultant
Smart Consulting*

⇒ **Madison Room**

This presentation will provide participants with a unique experiential and interactive opportunity to identify and discuss stress, examine why stress leads to burnout, and how we can refocus to avoid stress. Stress has become a part of everyday life and often is viewed as something that controls us, instead of us controlling stress. This and other biological, psychological and spiritual aspects of the stress cycle will be explored. Participants will also join in the development of a personalized stress reduction plan.

Liquid Courage: The Connection Between Alcohol Abuse & Sexual Assault Prevention

Bob Franklin, Male Outreach Coordinator for Sexual Violence Prevention

*Virginia Department of Health
Gay Cutchins, Sexual Assault Services Coordinator*

Virginia Commonwealth University

⇒ **Monroe Room**

It's Friday night. A little pre-gaming before students leave their rooms to loosen those inhibitions is occurring. While this is not the average night for most college students, it is how many start their weekends. Few will think about rape and other sexual assaults as they head out the door, but they are realities. Research shows that men will rape or attempt to rape three percent of college women in a six-month period of school. Alcohol is often involved. At what point do we talk to men? How can we empower them as allies in the fight against sexual violence? Come learn how alcohol is the number one date rape drug and how men can be involved in prevention initiatives resulting in making a difference.

CLOSING SESSION & LUNCH

12:15-1:30 p.m.

Box lunches will be available.

• **Grant Announcements from ABC**
David Hellstrom, Director of Education and Training

Bacchus and Gamma Peer Education Network

⇒ **Washington Room**

College Conference has presented us with a wonderful opportunity to meet new people, and gather fresh strategies and resources... but, now what? As we prepare to leave this year's College Conference and return to our campuses and communities, let us take a look at where we have been, and more importantly, where we are going. This session will hopefully provide you with that last "booster shot" of energy before we head home.

"AS ALWAYS, MUCH APPRECIATION TO ABC AND VA CALC—THESE CONFERENCES AND YEAR LONG PROGRAMMING HAVE BEEN INVALUABLE TO ME IN LEARNING AND DOING THE PREVENTION PORTION OF MY JOB AS CAMPUS LAW ENFORCEMENT".

"THE ENTERTAINMENT WAS GOOD, THE SESSIONS WERE HELPFUL AND THE FOOD WAS FANTASTIC."

GRANT OPPORTUNITIES FOR VIRGINIA COLLEGES

All new grant opportunities for Virginia colleges will be discussed at the Closing Session on Saturday, October 25, 2003. To be eligible to apply you MUST be present throughout the entire conference. Grant applications will be available at this time only.

College Partnerships: This 18-month grant will focus on creating partnerships/coalitions on and off campus to address off-campus housing issues, off-campus students and commuter students in regards to underage drinking, enforcing alcohol laws and education on alcohol. Applicants may apply for up to \$7,000 for this initiative. More information on this opportunity will be discussed following Closing Session.

CONFERENCE FACILITY:

Chesapeake Conference Center
900 Greenbrier Circle
Chesapeake, Virginia 23320
(757) 382-2500
<http://www.chesapeakeconference.com>

Deadline to register for the conference with ABC is Thursday, October 9, 2003.

LODGING:

Hampton Inn
701A Woodlake Drive
Chesapeake, VA 23320
(757) 420-1550
Cost: \$70 per room, plus 10.5% tax
Deadline to register for conference rates at the Hampton Inn: Thursday, October 9, 2003
You MUST ask for the VA ABC block to receive the conference rate.
After Thursday, October 9, 2003, there is no guarantee for the conference rate or room availability at the Hampton Inn.

Hotel cancellations must be received by Monday, October 20, 2003.
YOU MUST CALL THE HOTEL DIRECTLY TO RESERVE OR CANCEL A ROOM.

Check-in time: 3:00 p.m., Thursday, October 23, 2003/Friday, October 24, 2003

Checkout time: 12:00 p.m., Saturday, October 25, 2003

ALL PARTICIPANTS ARE RESPONSIBLE FOR CONTACTING THE HOTEL DIRECTLY TO MAKE ROOM RESERVATIONS. If you do not make reservations, you WILL NOT have an overnight room.

DIRECTIONS:

The Chesapeake Conference Center is a little less than a city block from the Hampton Inn and is walk-able or drive-able.

CHESAPEAKE CONFERENCE CENTER:

From Richmond/Williamsburg
I-64 East to I-664 Monitor-Merrimac Bridge Tunnel (outer loop). Follow I-664 to I-64 Chesapeake/Virginia Beach. Take Exit 289A Greenbrier Parkway. At the first light take a right on Woodlake Drive (the Hampton Inn will be on your right). Take a right on Conference Center Drive to the Chesapeake Conference Center on your right.

From Norfolk/Virginia Beach
I-64 East to Greenbrier Parkway. At the first light take a right on Woodlake Drive (the Hampton Inn will be on your right). Take a right on Conference Center Drive to the Chesapeake Conference Center on your right.

HAMPTON INN:

**** If you need additional directions, please contact the Hampton Inn directly at (757) 420-1550.**

From Richmond/Williamsburg
I-64 East to I-664 Monitor-Merrimac Bridge Tunnel (outer loop). Follow I-664 to I-64 Chesapeake/Virginia Beach. Take Exit 289A Greenbrier Parkway. At the first light take a right on Woodlake Drive. The Hampton Inn will be on your right.

From Norfolk/Virginia Beach
I-64 East to Greenbrier Parkway. At the first light take a right on Woodlake Drive. The Hampton Inn will be on your right.

REGISTRATION FEES:

Virginia Participants:

Professionals: \$35 per person
Students: \$25 per person
Presenters: \$25 per person

Out of State Participants:

Professionals: \$75 per person
Students: \$50 per person

If you have any questions about lodging or fees, please contact ABC Education by phone, (804) 213-4688, or e-mail: education@abc.state.va.us.

HOW CAN I REGISTER?

1. Register by filling out the registration form in this brochure and mailing or faxing to VA ABC. Fax (804) 213-4457. Please make all checks payable to VA ABC.

(Deadline to register with ABC for the conference is Thursday, October 9, 2003)

2. Call the Hampton Inn directly to make ALL lodging arrangements. Hampton Inn Chesapeake: (757) 420-1550. (Deadline to register with the Hampton Inn using the special conference rate is Thursday, October 9, 2003). ABC is not responsible for making any lodging arrangements.
3. Directions to the Chesapeake Conference Center & the Hampton Inn can be found on page 12 of the brochure. If you require further directions, please call the Hampton Inn directly.
4. Questions? Please call VA ABC Education at (804) 213-4688 or e-mail us at education@abc.state.va.us

Please let us know how we can help prepare you for an extraordinary conference!

***The Reality of Change: Finding Common Ground* was planned by the Virginia Department of Alcoholic Beverage Control Education Section (VA ABC), in conjunction with the Virginia College Alcohol Leadership Council (VA CALC).**

Funding for this year's College Conference was made possible through a grant from the Virginia Department of Motor Vehicles.

VIRGINIA COLLEGE ALCOHOL LEADERSHIP COUNCIL MEMBERS:

- David Anderson, George Mason University
- Susan Bruce, University of Virginia
- Kristie Chamberlain, Virginia Department of Alcoholic Beverage Control
- Steven Clarke, Virginia Tech
- Mary Crozier, College of William and Mary
- Brian Dietz, Lynchburg College
- Bob Franklin, Virginia Department of Health
- Lori Hobson, Norfolk State University
- Jane Horton, Washington and Lee University
- Jeff Levy, Virginia College Parents, Inc.
- Jeanne Martino-McAllister, James Madison University
- Ashley Lombard, Virginia Department of Alcoholic Beverage Control
- Kim Tamburino, Hoffman Beverage
- Pearl Windle, Virginia Department Motor Vehicles
- Max Vest, University of Richmond

WITH SPECIAL ASSISTANCE FROM:

- Rohn Brown, Virginia Department of Alcoholic Beverage Control
- Ra Shel Cromwell, Virginia Department of Alcoholic Beverage Control
- Becky Gettings, Virginia Department of Alcoholic Beverage Control
- Whitney Miller, Virginia Department of Alcoholic Beverage Control
- Pat Spain, Virginia Department of Alcoholic Beverage Control
- Shawn Walker, Virginia Department of Alcoholic Beverage Control
- Special Agents from the Virginia Department of Alcoholic Beverage Control

REGISTRATION FORM

PLEASE PRINT LEGIBLY.

Make sure all names are spelled correctly and appear as you would want them on the conference nametag.

Make extra copies of this form as needed.

DEADLINE TO REGISTER:
THURSDAY, OCTOBER 9, 2003

(Registration includes two lunches, one dinner and several breaks)

Is this your first College Conference? ☐ Yes ☐ No

I am a: ☐ College Staff/Faculty ☐ Community Member ☐ Student ☐ Law Enforcement ☐ Other:

First Name

Last Name

Title

College/Organization

Mailing Address

City

State

Zip

Phone

Fax

E-mail

☐ I plan to attend dinner Friday evening at the Chesapeake Conference Center.

** Please be sure to check if you are planning to attend so that we may provide the Conference Center with an accurate meal count.*

** Due to the requirement of accurate meal counts, requests to attend dinner the day of the conference will not be allowed.*

☐ Vegetarian Meals Requested

☐ YES! We would like to participate in the Resource Fair on Friday, October 24, 2003 from 7:30-8:30 p.m.

Please reserve a table for our institution/organization.

VIRGINIA PARTICIPANTS:

☐ Professionals: \$35 per person

☐ Students: \$25 per person

☐ Presenters: \$25 per person

OUT OF STATE PARTICIPANTS:

☐ Professionals: \$75 per person

☐ Students: \$50 per person

PLEASE CHECK ONE:

☐ Signed purchase order enclosed or purchase order number enclosed.

☐ Faxed registration form and purchase order number, or check for payment will follow.

☐ Check enclosed for full payment.

** Make checks payable to Virginia ABC*

** Unfortunately, we cannot accept credit cards.*

MAIL FORM TO:

College Conference 2003
c/o VA ABC Education
2901 Hermitage Road
P.O. Box 27491
Richmond, VA 23261-7491

OR FAX TO: (804) 213-4457



NOTES

SCHEDULE AT A GLANCE

FRIDAY, OCTOBER 24, 2003

9-10:15 a.m. Registration

10:30 a.m.-12:30 p.m.
Opening Session

12:30-1:30 p.m. Lunch

** Poster sessions must be set up at this time*

1:45-2:45 p.m. Breakout Session #1

3-3:45 p.m. Breakout Session #2:
[Poster Session]

** Dessert from lunch will be served at this time.*

4-5 p.m. Breakout Session #3

5-10 p.m. Check-in at the
Hampton Inn

5:30-7:30 p.m. Dinner

7:30-8:30 p.m. Resource Fair

** Featuring the Dave Moore Trio Band*

8:45-11 p.m. Evening Activity
New Horizons

SATURDAY, OCTOBER 25, 2003

6-8:15 a.m. Breakfast at the
Hotel & Hotel
Check-Out

6:30-7:30 a.m. Fitness Walk/Run

8:30-9:30 a.m. Morning General
Session

9:45-10:45 a.m. Breakout Session #4

11 a.m.-12 p.m. Breakout Session #5

12:15-1:30 p.m. Closing Session

**Box lunches will be served at this time.*

**Grant Announcements will be made at this time.*

COLLEGE CONFERENCE 2003

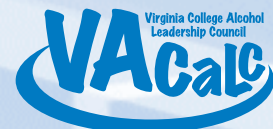
c/o Virginia Dept. of ABC Education
2901 Hermitage Road
PO Box 27491
Richmond, VA 23261-7491

TIME SENSITIVE MATERIAL

REGISTER BY OCTOBER 9, 2003



THE 18TH ANNUAL COLLEGE CONFERENCE SEEKS TO PROVIDE A COMMON GROUND FOR STUDENTS, CAMPUS STAFF AND FACULTY, COMMUNITY LEADERS, COALITION MEMBERS AND COMMUNITY PREVENTION PROFESSIONALS, CAMPUS AND LOCAL LAW ENFORCEMENT, COUNSELORS, AND CAMPUS ALCOHOL AND OTHER DRUG COORDINATORS BY FOCUSING ON A TOPIC THAT IS A COMMON CONCERN—ALCOHOL ABUSE PREVENTION.



FUNDED THROUGH A GRANT FROM THE VIRGINIA DEPARTMENT OF MOTOR VEHICLES